Request for Proposal for Responsive Website Design
with Content Management System

INTRODUCTION

The Pagosa Springs Area Tourism Board (PSATB), in cooperation with the Town of Pagosa Springs, is soliciting proposals for **responsive website redesign with content management system.**

The Pagosa Springs Area Tourism Board (PSATB) desires to engage professional website development services to develop a responsive website for the existing tourism website, www.visitpagosasprings.com.

The PSATB is an advisory committee to the Town Council and Board of County Commissioners dedicated to promoting tourism to Pagosa Springs, Colorado. Both the Town and County have ordinances mandating collection of lodging tax applicable to properties within Archuleta County. The collection and expenditure of Town and County lodging tax revenues are in accordance with statutory guidelines of the State of Colorado. The PSATB and staff will be responsible for selection of the agency and staff will manage the project through completion of the contract.

The primary goal of this project is to move to a responsive website design (www.visitpagosasprings.com) to provide an easy to navigate, easy to manage website that effectively introduces Pagosa Springs to potential visitors and provides the necessary tools to plan a vacation to the area. The website will help increase number of travel planner requests, the number of pages visited, length of time spent on site, bookings through the central reservations system, the number of people interested in ongoing information about Pagosa – through social media or email.

The PSATB plans to begin working on this project immediately upon selection of the winning firm, with the goal of launching the new website no later than May 31st, 2016.

SCOPE OF WORK

A. FEATURES AND FUNCTIONALITY

- <u>DESIGN</u>: Develop an updated, visually compelling, user-friendly online resource which is cohesive and consistent with the overall brand, "Refreshingly Authentic."
Provide examples of prior work that demonstrate an ability to create user-friendly, customized and responsive designs that capture the look and feel of a destination. A template-based look and feel is not desired and will not be selected. Describe your approach to interpreting a destination's branding to create site designs that are cohesive with the overall marketing strategy. Provide examples of doing so successfully. Firms should propose improvements to the site's design with an explanation of why it will improve the user's experience.

- <u>LANDING PAGE TEMPLATE</u>: Develop a solid template for landing pages to be easily set up via the content management system that will also serve as the key conversion tool (from PSATB marketing efforts) for visitor guides, reservations, social media, etc

- <u>PHOTOGRAPHY & VIDEO</u>: The Pagosa Springs Area Tourism Board has an extensive selection of existing photography and video for use on the website.

- <u>EDITORIAL</u>: While the PSATB will provide most editorial, it must be written following best practices for web readability, search engine optimization and AP compliance. The assistance of the web developer will be needed regarding this optimization. Meta tags such as keywords, page titles, and page descriptions should be used to the fullest to aid in search engine placement. All images will include alternative text, which will also help search engine placement.

- <u>SOCIAL MEDIA INTEGRATION</u>: The Pagosa Springs Area Tourism Board currently has a growing presence on the key social media outlets; for example, Twitter, Facebook, Youtube, Pinterest, Instagram, etc. The new website design should integrate these elements seamlessly into the look and feel to aid in increasing our social audience.

- <u>INTEGRATION WITH 3rd PARTIES</u>: Describe a seamless integration / process of capturing leads on the website into a database. Currently, the PSATB works with Tourism Intelligence for multiple sources of lead capture, Vertical Response as the email platform and Book Direct for central reservation system. Ideally, leads captured on the website will populate Tourism Engine database and Vertical Response.

- <u>BUSINESS / EVENT LISTING EXTRANET</u>: Incorporate a tool that allows business owners / event organizers to update listings. Provide a plan for keeping listing information in the database updated and maintained throughout the year. Preferably, provide a 24/7 system that gives local businesses password protected access to update their listing information online, request brochures, etc. Updates to the data should appear on the site automatically within minutes of the change or addition, unless the Tourism staff implements a built-in approval process. Describe ways to present the information provided through the extranet into a consistent look and feel format on the website, i.e. font type, font size, etc.

- <u>MAPPING</u>: The PSATB is interested in providing quality maps for users, leveraging the regional, area and recreational maps. This includes exploratory/interactive maps and atlas-based location maps (Ex: googlemaps). Preference will be given to solutions that provide the ability for users to perform proximity searches in addition to simple location mapping for each business. Indicate what kinds of mapping solutions you would recommend and the integration of mapping technology on the site. Forward thinking mapping capabilities will be considered greatly.

- <u>CALENDAR</u>: Provide an events calendar solution that is easily editable by the staff; component should also allow featured events to be cross promoted in other sections of the site. Additionally, flexible search parameters for site users is critical.

- <u>INTERACTIVE SIDEBAR COMPONENTS</u>: Provide ability to have interactive sidebar components, for information such as central reservations system, join email, contests and promotions, banner ads, weather, ski conditions, social media feeds, etc. Recommend a solution for site uniform widgets that allows promoting special offers from supplies on the website. This component needs to be editable by the Tourism staff on a frequent and / or daily basis with the ability to add widgets across all pages in one step and allow for different sidebars on different pages, versus manually changing it on each page.

- <u>CONTENT MANAGEMENT</u>: The PSATB requires a non-technical interface to edit and update the content on the site. Describe how your firm will provide a web-based content management system that will update the site in real time, eliminating multiple steps and providing a single update mechanism. Ability to switch seasonal themes, such as Spring, Summer, Fall and Winter, including photos / content quickly and easily. Open source CMS is preferred. Currently, the site utilizes Drupal, however a more secure CMS is required.

- <u>RECOMMEND ADDITIONAL FEATURES</u>: The PSATB is looking for a web production partner who can work collaboratively and provide proactive suggestions in addition to the requirements above. Provide some recommendations for future development for the site that you think would be most beneficial to Pagosa Springs Tourism. These developments should be possible to add to the new site on an ongoing basis without requiring substantial redesign.

- <u>PROOFING/TESTING</u>: The PSATB will review and approve all design, content, and listings that appear on the site. The selected firms will test all the functionality of the site. Please describe your proofing and approval process.

B. SITE HOSTING AND ONGOING MAINTENANCE

- <u>SITE MANAGEMENT</u>: In addition to the initial design, provide monthly maintenance of the site, as required, for development, updates and site maintenance. Provide costs on a yearly, monthly or hourly basis to cover periodic updates, changes, minor development,

maintenance and any other related services. Additionally, describe skill levels required for various site management tasks.

- HOSTING: Provide annual hosting for the site. Specify the hosting facility and its qualification including guaranteed uptime of greater than 99.9% - 24-hour customer service, security, backup, redundancy and connectivity/peering. Specify disaster recovery & emergency procedures. Preference will be given to solutions with hardware redundancy.

- TRACKING & REPORTING: Provide ability to utilize existing google analytic account, as well as ability to easily add Pixls and other social media tracking mechanisms.

PROPOSAL CONTENTS

The submitting vendor shall submit two (2) hard copies and one soft copy (via email) to the following contact no later than 5 p.m. on **February 26th, 2016**:

Town of Pagosa Springs
Attn: Jennifer Green, Director of Tourism
551 Hot Springs Boulevard
P.O. Box 1859
Pagosa Springs, CO. 81147

At minimum, proposals shall include the following information:

(1) **Executive Summary** – Introduction and overview of vendor's background, relevant experience(s) and identification of their approach to meet the needs of the PSATB.

(2) **Relevant Experience & Team Members** – Identification of relevant projects completed by the vendor and demonstration of expertise in the development of websites.

(3) **Project Approach & Scheduling** – Specific description and detailed summary of the vendor's approach. Additionally, a definitive timeframe for completion should be defined by the vendor.

(4) **References** – At minimum, three (3) references shall be provided that have the ability to verify credentials, experience and credibility.

(5) **Fees** – The total, all-inclusive maximum price to be estimated is to contain all costs associated with this project. Please also include costs for ongoing website maintenance as an hourly rate and on a retainer. Note: The Town of Pagosa Springs will not be liable for any costs incurred in replying to this request for proposals. All proposals become the property of the requesting entities (any restrictions thereon should be clearly stated).

REVIEW OF PROPOSALS

Selection Process
Proposals will be reviewed by a subcommittee of the Tourism Board and its staff. Vendors will be evaluated based on the criteria established below. An interview may be required upon the town's discretion.

Selection Criteria
Responding vendors will be rated on the following criteria:

- Past experience with the Town;

- Knowledge of the Town and region;

- Philosophy regarding the nature of the project;

- Availability of time;

- Quality of project, service, material, maintenance and/or warranties;

- Use of local labor and purchase of local materials;

- Price; and

- Such other criteria as provided in the Request for Proposals.

If selected, a written contract will be prepared containing the finalized scope of services, payment schedule and product delivery schedules.

Proposals using subcontractors to fulfill elements of this overall project will be considered; however Contractor solely responsible for the oversight, performance and quality assurance of any subcontractors they utilize in the fulfillment of this contract.

RIGHT TO REJECT PROPOSALS
Submission of a proposal indicates acceptance by the proposing institution of the terms and conditions stated herein unless any exception is clearly and specifically noted in the letter of transmittal of the RFP. Any such exception must be mutually agreed upon by the consultant and the requesting entity in any final contract.

The Town of Pagosa Springs reserves the right without prejudice to reject any or all proposals, to waive any informalities or minor irregularities in proposals, and to accept the proposal deemed, in the opinion of the entity, to be in their best interests.

For questions pertaining to this RFP, contact:
Jennifer Green, Director of Tourism
(970) 903-9728
sales@visitpagosasprings.com